

Title Page:

The narrative portion of the Strategic Plan for Rainbow Bridge NM is written and provided as part of the Strategic Plan for Glen Canyon NRA. The following pages contain information about individual goals that are exclusive to Rainbow Bridge NM.

Results Act and Planning Cycle:

Park Background Information:

Strategic Plan Report, FY 2007-2011

Park/ Program Name: RAINBOW BRIDGE NM

Park/ Program Org Code: 1449

Date Last Updated: November 06, 2006

DOI Goal ID Number:

NPS Goal ID Number: la1B

Park/ Program Goal ID Number: la1B

NPS Servicewide Goal Description (Mission or Long-term Goal text):

Invasive plant species: Acres infested with invasive plant species controlled

Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period):

By September 30, 2011, one canopy acre (10% of 10 acres) of RABR lands infested with invasive (non-native) plants is controlled.

*Target
Year:*

2011

*Performance Indicator
(what is measured):*

Invasive plant acres

Unit Measure:

acres

Condition (Desired):

Contained

*Total # Units in
Baseline:*

10

*Status in Base
Year (# Meeting
Condition):*

5-Year Results Plan:

In FY 2007, a combination of EPMT and volunteer work groups will clear five acres of infested land at RABR out of a total of 10 acres with tamarisk infestation. This amount may change depending on Lake Powell water levels. No work will be done after FY2007 due to a lack of funds.

Strategic Plan Report, FY 2007-2011

Park/ Program Name: RAINBOW BRIDGE NM

Park/ Program Org Code: 1449

Date Last Updated: November 06, 2006

DOI Goal ID Number:

NPS Goal ID Number: Ila1A

Park/ Program Goal ID Number: Ila1A

NPS Servicewide Goal Description (Mission or Long-term Goal text):

Visitors: Percent of park visitors satisfied with appropriate park facilities, services, and recreational opportunities.

Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period):

By September 30, 2011, 96% of visitors to Rainbow Bridge NM are satisfied with appropriate park facilities, services, and recreational opportunities.

*Target
Year:*

2011

*Performance Indicator
(what is measured):*

Visitor satisfaction

Unit Measure:

percent

Condition (Desired):

Satisfied

*Total # Units in
Baseline:*

96

*Status in Base
Year (# Meeting
Condition):*

5-Year Results Plan:

Visitor enjoyment of Rainbow Bridge NM begins with access during appropriate times and seasons to high quality facilities, services, and recreational opportunities. This goal outcome is measured using the annual visitor survey that assesses the percentage of visitors rating their satisfaction with park facilities, services, and recreational opportunities as "good" and "very good." Rainbow Bridge NM has become more of a challenge for visitors to enjoy with the low level of Lake Powell. Rather than boating directly to the Bridge, visitors must now hike for over one mile from the relocated marina to the Bridge.

Strategic Plan Report, FY 2007-2011

Park/ Program Name: RAINBOW BRIDGE NM

Park/ Program Org Code: 1449

Date Last Updated: November 06, 2006

DOI Goal ID Number:

NPS Goal ID Number: Ila2A

Park/ Program Goal ID Number: Ila2A

NPS Servicewide Goal Description (Mission or Long-term Goal text):

Visitors: The number of visitor accident/incidents

Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period):

By September 30, 2011, the annual number of visitor accidents/incidents at Rainbow Bridge NM is maintained at or less than two.

*Target
Year:*

2011

*Performance Indicator
(what is measured):*

Unit Measure:

Condition (Desired):

*Total # Units in
Baseline:*

*Status in Base
Year (# Meeting
Condition):*

Accidents/incidents

Each accident/incident

Reduced

1

5-Year Results Plan:

We estimate that Rainbow Bridge NM visitor usage will increase at an annual rate of 3% per year over the next five years. Efforts will be focused on ensuring park visitors have access to safe and hazard-free facilities and services. Interpretive contacts, programs and media will incorporate relevant safety messages. Efforts will also include measures to ensure protection of visitors and property, search and rescue operations, criminal investigations, and all efforts in identifying, investigating, and correcting or mitigating sources of accidents/incidents experienced by the visiting public.

Rainbow Bridge NM visitor safety concerns have significantly changed due to Lake Powell being 100 below normal because of the five-year drought. Rather than simply disembarking from a tour boat at a dock and being at the bridge, visitors now have to hike over a mile on a park maintained trail to view the bridge. Trail maintenance and visitor safety education - particularly the importance of drinking water - will be the key elements of visitor safety.

Strategic Plan Report, FY 2007-2011

Park/ Program Name: RAINBOW BRIDGE NM

Park/ Program Org Code: 1449

Date Last Updated: January 03, 2007

DOI Goal ID Number:

NPS Goal ID Number: IIa2B

Park/ Program Goal ID Number: IIa2B

NPS Servicewide Goal Description (Mission or Long-term Goal text):

Visitors: number of visitor fatalities

Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period):

By September 30, 2011, the annual number of visitor fatalities at Rainbow Bridge NM will remain at zero.

Target
Year:

2011

Performance Indicator
(what is measured):

Fatalities

Unit Measure:

Each fatality

Condition (Desired):

Reduced

Total # Units in
Baseline:

0

Status in Base
Year (# Meeting
Condition):

5-Year Results Plan:

We estimate that Rainbow Bridge NM visitor usage will increase at an annual rate of 3% per year over the next five years. Efforts will be focused on ensuring park visitors have access to safe and hazard-free facilities and services. Interpretive contacts, programs and media will incorporate relevant safety messages. Efforts will also include measures to ensure protection of visitors and property, search and rescue operations, criminal investigations, and all efforts in identifying, investigating, and correcting or mitigating sources of accidents/incidents experienced by the visiting public.

Rainbow Bridge NM visitor safety concerns have significantly changed due to Lake Powell being 100 below normal because of the five-year drought. Rather than simply disembarking from a tour boat at a dock and being at the bridge, visitors now have to hike over a mile on a park maintained trail to view the bridge. Trail maintenance and visitor safety education - particularly the importance of drinking water - will be the key elements of visitor safety.

Strategic Plan Report, FY 2007-2011

Park/ Program Name: RAINBOW BRIDGE NM

Park/ Program Org Code: 1449

Date Last Updated: November 06, 2006

DOI Goal ID Number:

NPS Goal ID Number: IIb1

Park/ Program Goal ID Number: IIb1

NPS Servicewide Goal Description (Mission or Long-term Goal text):

Visitors: Percent of visitors that understand and appreciate the significance of the park they are visiting

Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period):

By September 30, 2011, 93% of Rainbow Bridge NM visitors understand the significance of the park.

*Target
Year:*

2011

*Performance Indicator
(what is measured):*

Visitor understanding

Unit Measure:

percent

Condition (Desired):

Understand

*Total # Units in
Baseline:*

92

*Status in Base
Year (# Meeting
Condition):*

5-Year Results Plan:

Through various methods of interpretation and formal education, the significance of Rainbow Bridge NM is conveyed to park visitors and students.

Understanding is gauged by the percentage of visitors whose survey response to this question matches one of the park-identified significance statements.

Strategic Plan Report, FY 2007-2011

Park/ Program Name: RAINBOW BRIDGE NM

Park/ Program Org Code: 1449

Date Last Updated: December 06, 2006

DOI Goal ID Number:

NPS Goal ID Number: IVb1A

Park/ Program Goal ID Number: IVb1A

NPS Servicewide Goal Description (Mission or Long-term Goal text):

Partners: NPS has X community partnerships designed to enhance the NPS's ability to manage resources

Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period):

By September 30, 2011, Rainbow Bridge NM has one community partnership designed to enhance the park's ability to manage recreation activities seamlessly.

*Target
Year:*

2011

*Performance Indicator
(what is measured):*

Park Partnerships

Unit Measure:

Each partnership

Condition (Desired):

Established

*Total # Units in
Baseline:*

1

*Status in Base
Year (# Meeting
Condition):*

5-Year Results Plan:

On an annual basis a consultation meeting will be held with the staff and members of the Rainbow Bridge Consultation Committee to share information on the resources and visitor experiences at Rainbow Bridge NM.

Strategic Plan Report, FY 2007-2011

Park/ Program Name: RAINBOW BRIDGE NM

Park/ Program Org Code: 1449

Date Last Updated: November 06, 2006

DOI Goal ID Number:

NPS Goal ID Number: IVb2

Park/ Program Goal ID Number: IVb2

NPS Servicewide Goal Description (Mission or Long-term Goal text):

Visitors: Number of visitors served by facilitated programs

Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period):

By September 30, 2011, Rainbow Bridges's attendance at facilitated programs will increase to 29,000 (from 24,000 in 2006).

*Target
Year:*

2011

*Performance Indicator
(what is measured):*

Facilitated programs

Unit Measure:

Each visitor

Condition (Desired):

attended

*Total # Units in
Baseline:*

24056

*Status in Base
Year (# Meeting
Condition):*

5-Year Results Plan:

With lower lake levels visitation to the Monument has declined steadily or remained flat over the past five years (190,000 in 2001 to 81,000 in 2005). The visit experience has changed from disembarking from a tour boat at a marina at the Bridge to having to hike over one mile on a rugged trail to reach the Bridge. This has resulted in fewer people attending ranger programs within the Monument. It is unclear at this time whether the visitation trend to the Monument may change. Therefore, we are using our 2006 number of 24,056 as our baseline number and are hopeful that visitation will increase.

Strategic Plan Report, FY 2007-2011

Park/ Program Name: RAINBOW BRIDGE NM

Park/ Program Org Code: 1449

Date Last Updated:

DOI Goal ID Number:

NPS Goal ID Number: OVERHEAD

Park/ Program Goal ID Number: OVERHEAD

NPS Servicewide Goal Description (Mission or Long-term Goal text):

Overhead

Long-term Goal Performance Target (Park/ Program Long-term Goal text; adjust date for end of current strategic planning period):

Longterm goal text not available. Enter the text on the
Annual Work Plan Results tab for the final year of the
Strategic Plan.

*Target
Year:*

2011

*Performance Indicator
(what is measured):*

Unit Measure:

Condition (Desired):

*Total # Units in
Baseline:*

*Status in Base
Year (# Meeting
Condition):*

5-Year Results Plan:

Strategic Plan Report, FY 2007-2011
